

City of Merced *Your City Connection* .org

OCTOBER 2012

A new neighbor

White Oak Frozen Foods will process locally-grown foods

The Oregon-based food processing company, Cascade Specialties, Inc. and the City of Merced, Office of Economic Development announced the expansion of Cascade's White Oak Frozen Foods Division to Merced last month.

The Company will establish a new food processing plant to process locally grown vegetables into Individually Quick Frozen (IQF) Reduced Moisture vegetables and fruits.

The company will occupy the former Arvin Sango plant on Cooper Avenue employing up to 30 full-time employees and approximately 100 seasonal employees.

Cascade Specialties, Inc., a subsidiary of the large Indian agriculture company, Jain Irrigation Systems, Ltd., is building this new facility to produce IQF Reduced Moisture vegetables and other related products under its division, White Oak Frozen Foods.

The IQF Reduced Moisture process incorporates a continuous drying and freezing technology that results in high quality Reduced Moisture frozen vegetables that provide superior product, flavor and texture.

The move to the larger site increases White Oak Frozen Foods' handling, processing and warehousing capacity.

"Working with the Merced Office of Economic Development and TeamMerced has been outstanding," said co-founder Harold Archibald.

He and the building owner noted that the City's Economic Development Team was responsive; exceeding their expectations.

White Oak Frozen Foods' expansion with a modern facility, represents a multi-million dollar investment into the community.

Co-founder Dan Wilkinson of White Oak said, "We are pleased to bring a growth ori-



Harold Archibald of White Oak Frozen Foods introduces team members to the media last month.

ented business to the Merced area that benefits from the good supply of raw materials locally grown.

"Building improvements are underway at the new site. We intend to open the plant by the end of 2012," he said.

Jain Irrigation Systems, Ltd. is an international company with a presence in 120 countries and 7,500 employees. In June 2012, it was declared a winner of the prestigious "G20" Challenge in Inclusive Business Innovation.

Economic Development strategy is attraction, retention

The City Council adopted the 2012 City of Merced Action Plan on August 20, 2012.

The Plan provides a blueprint on improving Merced's business climate. Emphasis is placed on factors controlled by the City including development

fees, permit processing, and land use.

The Plan is designed to complement the 2006 City of Merced Economic Development Strategy and 2007 City of Merced Downtown Strategy.

Although the Action Plan

was adopted in August, a number of the action items were started including: forming a Taskforce to review the competitiveness of the City's Impact Fees (Public Facilities Impact Fee Program).

Staff anticipates the pro-

posed reduction in the Impact Fees will go before the Council in November or December.

Along with lowered fees to help attract businesses and industries to Merced, the department also is working to keep companies here.

Merced City Council

Mayor Stan Thurston

Council Members:

Bill Blake

Tony Dossetti

Noah Lor

Mike Murphy

Josh Pedrozo

Mary-Michal Rawling

Contact the City Council by email at Citycouncil@cityofmerced.org, by calling 385-6834 or writing to Council members at the Civic Center address below.

Council meetings

The Council meets on the first and third Monday of the month at 7 p.m. in the Council Chambers in the Civic Center, 678 W. 18th St. When Monday is a holiday, such as Sept. 3, Council meets the next day. The agenda is posted online at www.CityofMerced.org.

Contacting us

www.CityofMerced.org, contains City Council information, the Muni Code, General Plan and other information. Contact the Newsletter at newsletter@CityofMerced.org, call the Public Information Office at 385-6232 or write:
Merced Civic Center
Attn: Public Information Office
678 W. 18th St.
Merced CA 95340

The Civic Center is open Monday-Friday 10 a.m. - 5 p.m., except holidays.

Call us

City Council	385-6834
City Manager	385-6834
City Attorney	385-6868
City Clerk	388-7100
Airport	385-6873
Code Enforcement	385-6861
Finance	388-7900
Inspection Services	385-6861
Personnel	388-7100
Planning Department	385-6858
Public Works (7:30-4:30) ...	385-6800
After hours	385-6905
Recreation	385-6855
Utility payments	388-7289

IN AN EMERGENCY DIAL 911

Fire Department	385-6891
Police Department	385-6912

Ask the City: Where do hangers end up?

Ask the City is an ongoing column answering questions that have been submitted to us by mail, email or phone. Readers can submit their questions to the addresses in the column on the left.

Do you recycle or throw out those hangers you get from department stores when you buy clothes?

*A call from JS
Merced*

Thank you for caring about recycling. Merced residents do a good job recycling their glass, milk jugs, metal and paper.

We are under direction from the state to reduce the total amount of waste that ends up

in landfills, aka, the dump. That's one of the reasons the City has green waste, recycling and trash containers for residential customers. The more lawn clippings and bushes we keep from going to the dump, the closer we get to our goal. Same with paper, cardboard, milk jugs and glass.

Unfortunately, the only kinds of metal that we can accept at this time, are cans and clean aluminum foil. Our recycler isn't set up to handle hangers, whether they are plastic ones or the wire metal ones.

However, we are discussing with the recycler potential changes in what is able to be recycled. We hope to be adding more materials to what can go in the containers. We will keep you posted.

Dress up and be safe for Halloween

Some advice from the people who say zombies don't exist; the Centers for Disease Control.

- ☛ Plan costumes that are bright and reflective. Make sure that shoes fit well and that costumes are short enough to prevent tripping, entanglement or contact with flame.
- ☛ Consider adding reflective tape or striping to costumes and Trick-or-Treat bags for greater visibility.
- ☛ Because masks can limit or block eyesight, consider non-toxic makeup and

decorative hats as safer alternatives. Hats should fit properly to prevent them from sliding over eyes.

- ☛ When shopping for costumes, wigs and accessories look for and purchase those with a label clearly indicating they are flame resistant.
- ☛ If a sword, cane, or stick is a part of your child's costume, make sure it is not sharp or too long. A child may be easily hurt by these accessories if he stumbles or trips.
- ☛ Always travel with an adult.

Remember, Halloween rhymes with green

☛ **Choose a kid-friendly carryall:** When it comes to hauling all those treasures home, reusable canvas bags get the win over plastic or paper for safety and environmental reasons. Buy your own blank bags and let the little ones decorate them with non-toxic paint—they're sure to be an annual highlight—or browse craft stores and online retailers for seasonal offerings that sport witches, ghosts, and goblins galore. Then keep your kids visible to passing cars with battery-free flashlights.

Think Green

☛ **Set the mood:** The soft flickering of traditional candles gives Halloween its spooky feel—and what's a jack-o-lantern without one? — But the paraffin in wax candles releases toxic chemicals like toluene and benzene through smoke and soot. Clean up your home and keep your lungs healthy with organic soy candles, which last longer and come from renewable soy bean crops. And as for that jack-o-lantern, buy him from a local farm (and don't let his seeds go to waste; toast them).

From Treehugger.com

City offices will be closed Veterans Day weekend

All City of Merced offices will be closed for Veterans Day, Monday, Nov. 12.

The City thanks all Veterans for their service.

Refuse collection will be delayed by one day because of the holiday. People with resi-

dential collection on Monday will have their trash picked up Tuesday, and those with Tuesday collection will have it picked up Wednesday, etc. If you have questions about your trash collection schedule call the Public Works Department at 385-6800.